

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/74663

A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06Q 30/00(2006.01)

USPC: 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
East (biometric, target, advertisement)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2006/0143082 A1 (EBERT) 29 June 2006 (29.06.2006), Paragraphs 0026, 0027, 0029, 0032, 0080.	1-18

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

25 July 2008 (25.07.2008)

Date of mailing of the international search report

27 AUG 2008

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Facsimile No. (571) 273-3201

Authorized officer

Eric W. Stamber

Telephone No. (571) 272-5250

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
31 January 2008 (31.01.2008)

PCT

(10) International Publication Number
WO 2008/014495 A3

(51) International Patent Classification:
G06Q 30/00 (2006.01)

(21) International Application Number:
PCT/US2007/074663

(22) International Filing Date: 27 July 2007 (27.07.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/820,773 28 July 2006 (28.07.2006) US

(71) Applicant (for all designated States except US): **INGEN-
NUITY SYSTEMS, INC.** [US/US]; 1565 Charleston
Road, Mountain View, CA 94043 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **LESCHLY, Jacob**
[US/US]; 1565 Charleston Road, Mountain View, CA
94043 (US).

(74) Agents: **ELAMRANI, Samir** et al.; Wilson Sonsini
Goodrich & Rosati, 650 Page Mill Road, Palo Alto, CA
94304-1050 (US).

(81) Designated States (*unless otherwise indicated, for every
kind of national protection available*): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH,
CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG,
ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL,
IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK,
LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW,
MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL,
PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY,
TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA,
ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every
kind of regional protection available*): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,
PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

(88) Date of publication of the international search report:
4 December 2008

(54) Title: GENOMICS BASED TARGETED ADVERTISING

(57) Abstract: A method for targeted advertising comprising obtaining genomic data of an individual, correlating the genomic data to a personal trait of said individual and addressing advertising material to said individual based on said personal trait.



WO 2008/014495 A3